IN THE CLAIMS

Claims 1—61 (Canceled)

62. (New) A system comprising:

a transmitter to transmit an info segment including a content identifier to specify the content item said info segment is associated with and an interruption point specifier to indicate a point in the content item to insert an advertisement; and

a storage to store said info segment until said info segment is transmitted to a receiver.

63. (New) The system of claim 62 wherein said storage to store an info segment including a plurality of fields, one field comprising said interruption point specifier, another field selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

64. (New) The system of claim 62 wherein said storage to store an electronic programming guide having a program identifier and an associated info segment.

65. (New) The system of claim 62 wherein said system is a television broadcaster.

66. (New) The system of claim 62 wherein said transmitter to transmit said info segment to said receiver upon request.

67. (New) The system of claim 62 wherein said transmitter to transmit said info segment to said receiver without a request.

68. (New) The system of claim 62 including an info segment generator to insert a content identifier and an interruption point specifier in said info segment.

69.   (New) The system of claim 68 including an ad entry generator to insert said interruption point specifier in said info segment as an ad entry parameter, and to insert another ad entry parameter selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

70.   (New) The system of claim 62 including a receiver to receive said info segment from an external source.

71.   (New) A method comprising:

associating an info segment with a content item;

associating an interruption point indicator with said info segment, the interruption point indicator to indicate a point in the content item to insert an advertisement; and

delivering said info segment including said interruption point indicator to a receiver.

72.   (New) The method of claim 71 including inserting a content identifier in said info segment, said content identifier to indicate the content item with which said info segment is associated.

73.   (New) The method of claim 71 including inserting an ad entry in said info segment, said ad entry including said interruption point indicator and another ad entry parameter selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

74.   (New) The method of claim 71 including delivering said info segment in response to a request from a receiver.

75.   (New) The method of claim 71 including pushing said info segment to a receiver.

76.   (New) The method of claim 71 wherein delivering said info segment includes transmitting said info segment over an airwave.

77.   (New) The method of claim 71 wherein delivering said info segment includes delivering said info segment over a packet-switched network.

78.   (New) The method of claim 71 wherein delivering said info segment includes delivering said info segment on a recordable medium.

79.   (New) A medium storing instructions that, if executed, enable a system to:
        associate an info segment with a content item;
        associate an interruption point indicator with said info segment, the interruption point indicator to indicate a point in the content item associated with said info segment to insert an advertisement; and
        deliver said info segment including said interruption point indicator to a receiver.

80.   (New) The medium of claim 79 further storing instructions that, if executed, enable the system to insert a content identifier in said info segment, said content identifier to indicate the content item with which said info segment is associated.

81.   (New) The medium of claim 79 further storing instructions that, if executed, enable the system to insert an ad entry in said info segment, said ad entry including said interruption point indicator and another ad entry parameter selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

82.   (New) The medium of claim 79 further storing instructions that, if executed, enable the system to deliver said info segment in response to a request from a receiver.

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83.   (New) The medium of claim 79 further storing instructions that, if executed, enable the system to push said info segment to said receiver.

84.   (New) The medium of claim 79 further storing instructions that, if executed, enable the system to transmit said info segment over an airwave.

85.   (New) The medium of claim 79 further storing instructions that, if executed, enable the system to deliver said info segment over a packet-switched network.

86.   (New) The medium of claim 79 further storing instructions that, if executed, enable the system to write said info segment on a transferable, recordable medium.